

## Walsall College Privacy Notice

### Who is the Data Controller?

Walsall College is the data controller for the personal information processing described below. Walsall College includes Construction College Midlands.

Our Data Protection Officer is Gurpreet Sandhu. If you have any questions about this policy or the ways in which we use your personal information, please contact our Data Protection Officer on 01922 657014 or [dataprotection@walsallcollege.ac.uk](mailto:dataprotection@walsallcollege.ac.uk).

This privacy notice relates to personal data processed by Walsall College including Construction College Midlands (CCM) when you make contact with or engage with us prior to enrolment or employment and details how we use it and how we keep it secure. It applies to information we collect about:

- Visitors to our website.
- People who register to attend, or attend, one of the events run by Walsall College.
- People who enquire about courses at Walsall College.
- People who apply for courses.
- People who contact us through our website and Social Media Channels.
- People who phone the main college reception.
- People who email the college

Once an individual becomes a student or member of staff other service area specific privacy notices will apply. Please see here to review these

<https://www.walsallcollege.ac.uk/policies-procedures/#dataprotection>

We are committed to preserving the privacy of all visitors to our website. Walsall College takes the security of your personal information seriously, we have internal controls in place to ensure that your data is not lost, corrupted, accidentally destroyed, rendered unavailable, misused or disclosed, and is not accessed except by authorised employees in performance of their duties. We do not disclose personal data of our users to third-parties, unless we have a valid lawful basis to do so.

### Consent

Where our use of your personal information is based on your Consent and we have no other legal basis to use your personal information, this means you have a choice about giving consent for this specific purpose and you can ask us to stop using your personal data / withdraw your consent at any time. Please contact: [marketingteam@walsallcollege.ac.uk](mailto:marketingteam@walsallcollege.ac.uk) if you wish to do this. All references to consent within this policy are on this basis.

### How do we collect information from you?

#### Hubspot

Hubspot is a third-party data processor, used by Walsall College to manage data provided through the forms on our website, hosted landing pages, event registration/attendance, emails, website and advert interaction, social media enquiries and course applications.

All data we collect via Hubspot is collated into the College Customer Relationship Management (CRM) system which is held within Hubspot and is used by Walsall College to improve communication and customer service.

Hubspot also integrates with Eventbrite (see Event Management section), Jotform (see Enquiry – Collection and Management section), Sakari (see Text Messages section) and Surveykiwi (see Surveys section) and allows data collected within each of these to be transferred and stored within HubSpot. We use a provider called Zapier to assist with transferring of data from/to HubSpot for internal purposes within college.

For more information on the HubSpot Privacy Policy please [click here](#).

**Student Enquiry** – We will ask you some basic information relating to your enquiry such as name, address, age, level of study, subject of interest, when you are looking to join us and how you heard about the college. You may also be asked to provide details of your current school / college and/or employment status to help us to handle your enquiry. This information is processed using Hubspot and/or Jotform.

**Employer Enquiry** – We will ask you to provide some basic information: name, job title and contact details as well as details about the company you are enquiring on behalf of. This information is processed using Hubspot and/or Jotform.

**General Enquiries** – We will ask you to provide your contact details and information relating to your enquiry so it can be dealt with accordingly. This information is processed using Hubspot and/or Jotform.

For all of the above purposes we rely on the legal basis of ‘public task’ or necessary for a contract to enable us to use your personal data to respond to your enquiries

In addition, at the time of requesting this information your Consent to process the data for marketing purposes will be sought. When we ask for your Consent we will provide specific details of how we wish to use your data. Data collected for marketing purposes will be held within Hubspot and / or Jotform:

Emails that are sent to Walsall College may also be stored within Hubspot these will be stored for two years after the last communication was made.

## Enquiry – Collection and Management

When you make an enquiry to Walsall College, we ask you for some information so that we can provide you with the best service tailored to you. Enquiries can be made using our website, when you engage with us at events, send an email or when you speak to any of our staff. This data is also to help us refine our marketing channels. Personal data from all enquiries are stored within Hubspot. Enquiries submitted online are either collected through a Hubspot or Jotform (a third party tool) form and all data will be held within Hubspot. Jotform’s privacy policy can be viewed using the link below.

[Jotform Privacy Policy](#)

## Website - Google Analytics

When someone visits our website, we use a third party service, Google Analytics, to collect standard internet log information, IP addresses and details of visitor behaviour patterns. We do

this to find out things such as the number of visitors to the various parts of the site. We do not make, and do not ask Google to make, any attempt to find out the identities of those visiting our website.

Search terms used on our website are collected and processed, to help improve our website and search functionality. No user-specific data is collected by Walsall College.

## Event registrations

When you register for, or attend, one of our events we will ask you to provide some basic information including your name, contact details, subject area(s) you are interested in studying and the level of study (full-time, university level, apprenticeships or part-time). You may also be asked about your current situation, including the school/college currently attending, employment status and likely year of entry. This data is collected to ensure we can provide you with the information that you may need to decide to study with us, and improve the advice that we provide you with, as well as understanding the geographic reach that we have as an educational provider. At the time of requesting the information your consent to process this data will be sought. This data will be held for a maximum of two years, or until the expected year of entry to the College (as determined by the information submitted and age) has passed.

## Event Management

Walsall College uses third party data processors to manage events held at and hosted by Walsall College. Upon registration for these events you will enter your details directly into third party platforms such as Eventbrite and/or Hubspot and will be subject to their privacy policies. You can view these below:

[Eventbrite Privacy Policy](#)

[Hubspot Privacy Policy](#)

All contact details and personal information entered via these 3<sup>rd</sup> party event management platforms are also accessible to Walsall College and we collect this information in order to provide you with specific information regarding the event(s) you register for.

## Social media

### Enquiries

Walsall College uses a third party data processor, Hubspot to manage our Social Media Accounts, the information that you choose to share with us on social media through sites including Facebook, Twitter, LinkedIn, YouTube, Instagram, SnapChat and TikTok is available to us and responded to through Hubspot, See below for details on this platform. We may ask you for personal information such as your name, address, email and phone number which will only ever be done through private message and then used to respond to your enquiry. We rely on the fact that we have a 'legitimate interest' in using personal data in this way to respond to enquiries We will never share this information with any other 3<sup>rd</sup> parties.

### Advertising

We partner with third party social media platforms and websites to manage our advertising.

We use Lead Generation forms within these platforms to generate enquiries for Walsall College, we ask you to provide contact details as well as information about course interests and personal

circumstances to be able to contact you about appropriate courses. Information submitted within these forms is processed within HubSpot and relies on your Consent. These websites use cookies to collect information about your activities on this and other websites to provide you with targeted advertising. If you do not wish to have this information used for the purpose of serving you targeted ads, you may opt-out by [clicking here to access the WebChoices Tool](#). Please note this does not opt you out of being served advertising as a whole, you may continue to receive generic ads but not based on your IP address or website activity. Links to the relevant social media privacy policies are below:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[YouTube](#)

[Instagram](#)

[SnapChat](#)

[TikTok](#)

## Marketing Communications

If you register an interest with Walsall College, via any electronic forms you will be given the opportunity to opt in / consent to receive future marketing communications. This is done at the point where your personal information is first collected and will only be used for the purpose to which you have consented.

This information is stored in HubSpot. Within any marketing communications, you will be provided with a simple and transparent way to unsubscribe. Any changes you request to how your personal information is processed for the purposes of marketing and/or the provision of service updates will be acted on promptly.

We will not share your information obtained for marketing purposes with third-party organisations outside of Walsall College.

### Text Messages

Where you consent to receive marketing communication by text message we use a third-party data processor to send these messages on our behalf. We share your first name, last name, email address and mobile number. The providers we use for this service are Sakari to view their Privacy Policy please see below:

[Sakari Privacy Policy](#).

### Surveys

Where you consent to participate in any feedback or surveys conducted by Walsall College Marketing Team we use a third party data processor, Hubspot to gather these responses. At the point of the survey you will enter your information directly into a Hubspot questionnaire and data held will be subject to their privacy policy.

For more information on the HubSpot Privacy Policy please [click here](#).

### Course applications

If you become a student at Walsall College we will continue to collect and process personal data relating to active learners to effectively manage learning and to meet its statutory obligations as a Further Education College. Walsall College is committed to being transparent about data it collects and uses that data lawfully in line with its data protection obligations. To view how we handle this data please visit – [www.walsallcollege.ac.uk/policies-procedures/#dataprotection](http://www.walsallcollege.ac.uk/policies-procedures/#dataprotection) to view the Privacy Notice ‘Learner Enrolment’.

## Retention of your personal data by Walsall College

Hubspot – Contact information and details of your enquiry will be held for a maximum of two years from your last enquiry or until the expected year of entry to the College (as determined by the information submitted and your age) has passed.

Hubspot – Contact details used for Marketing with your Consent will be held for a maximum of two years from your last enquiry. You can however withdraw your Consent for your information to be used in this way at any time by contacting [marketingteam@walsallcollege.ac.uk](mailto:marketingteam@walsallcollege.ac.uk)

Jotform – where data is collected through Jotform it is automatically transferred to HubSpot and held as detailed above. Data is removed from Jotform seven days after submission.

## Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

### Granting us permission to use cookies

When visiting our websites, we ask for your consent to use cookies. Accepting allows us to use information about your visit for advertising, performance and analytically purposes

For further information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

More information about the cookies we use on our website is available in our [cookies policy](#) together with how to update your cookie settings.

## Other websites

This website may contain links to third-party websites and partner sites. We do not control, and are not responsible for, the collation of any personal information by third parties whose privacy policy is different to ours. We encourage you to read the privacy statements on the other websites you visit.

## Do we process data outside the EU / UK?

Walsall College does not routinely transfer personal data to countries outside the UK or the European Union, to third countries or international organisations but where our working practices necessitate international transfers, we ensure that they are conducted subject to the appropriate safeguards required by UK data protection law.

## What rights do you have?

As an individual, you have a number of rights. You have the right to be informed about how and why your data is being processed and that is why we include the information in this privacy notice. You can also:

- access and obtain a copy of your data on request;
- require Walsall College to update incorrect or incomplete data;
- require the College to delete or stop processing your data, for example where the data is no longer necessary for the stated purposes of processing (specific circumstances);
- obtain and reuse your data for your own purposes across different services (limited circumstances);
- Object to the processing of personal Information (specific circumstances); and
- Object to automated decisions including profiling

To exercise these rights, please visit our Individual Rights page at [www.walsallcollege.ac.uk/policies-procedures/#dataprotection](http://www.walsallcollege.ac.uk/policies-procedures/#dataprotection)

## Changes to our privacy Notice

We keep our privacy notice under regular review and we will place any updates on this webpage. This policy was last updated on 26 February 2024.

## How to contact us

Please contact us if you have any questions about this privacy policy, or information we hold about you:

by email - [dataprotection@walsallcollege.ac.uk](mailto:dataprotection@walsallcollege.ac.uk)

by writing - Gurpreet Sandhu, Data Protection, Walsall College, Wisemore Campus, Littleton Street West, Walsall, WS2 8ES

by phone - 01922 657014

## Who can I complain to?

If you believe that Walsall College has not complied with your data protection rights, you can complain to the Data Protection Officer at [dataprotection@walsallcollege.ac.uk](mailto:dataprotection@walsallcollege.ac.uk). You also have the right to complain to the Information Commissioner at [www.ico.org/concerns](http://www.ico.org/concerns) or by contacting 0303 123 1113.